© Sidney Janis Gallery, New York, 1966

1 Soft Toilet 1966 (Front cover)

New work by

OLDENBURG

Opening 4 to 7 Wednesday March 9
and continuing through April 2 1966

At Sidney Janis

In the studio, I create more and more spatial obstacles, so that I must duck and weave, fall and jump, in order not to be pierced.

Create irritating tools. For example, a pencil to which a weight on a long wire is attached, creating resistance. Or the pencil continued as a clothesline, to interfere with the drawing the way a chained bank pen behaves.

In the slightly stiffened canvas sculpture, I determine the form more.

Coming back to New York, what gets me is the movement. Objects previously still begin to move. The Pizza becomes Fan. The Fan chops. Fragments fly.

Objects in Time: Such as flowers being thrown, a fan falling. Objects shattering or altered by collision. Of all the objects I could use to exploit the possibilities for surface play (metamorphosis by substitution of materials) the car is the most touching. The implication of a bent fender or a crushed cab is considerable.

Our long house is like a wind tunnel, has airflow. The show deals with gravity and anti-gravity, that is with falling, floating or flying.

Airflow suggests the lightness and the pressure possibilities of the soft form. AIR also stands for Artist in Residence. The artist in the form of the Airflow. An object in the shape of the artist.

To choose the auto is to choose a complex and large object for simplification, variation, for adaptation to my ends. Larger more visible than a toaster or a typewriter.

Treat the Airflow, a. Inside b. Outside c. In sections d. In parts e. Whole. Using six models of increasing size, based on successive doubling of a drawing. The last model full scale.

Antecedent of the Airflow is the Bird (and certain models do look like Fried Chicken or Roasting Bird). I think I've gone bird-mad with the pigeon installations all around my loft.

The Airflow is an innovation and an invention. A creative act, parallel to making a sculpture in the American context (where function masks aesthetic). Behind the invention stands the inventor, the American artist, the Edison-figure. Fortunately it has been possible to meet this man in his surroundings.

Airflow is a group of related objects, an environment, a show in itself (a gallery). The Airflow is as large and inexhaustible a subject as The Store.

I am a technological liar.

What this thing looks like least in the world is a car — and yet it is the drawing of a car — in thread, with soft planes between.

Newwyorks, or the beginning of a series of pieces treating New York (and Manhattan in particular) as an object-sculpture.

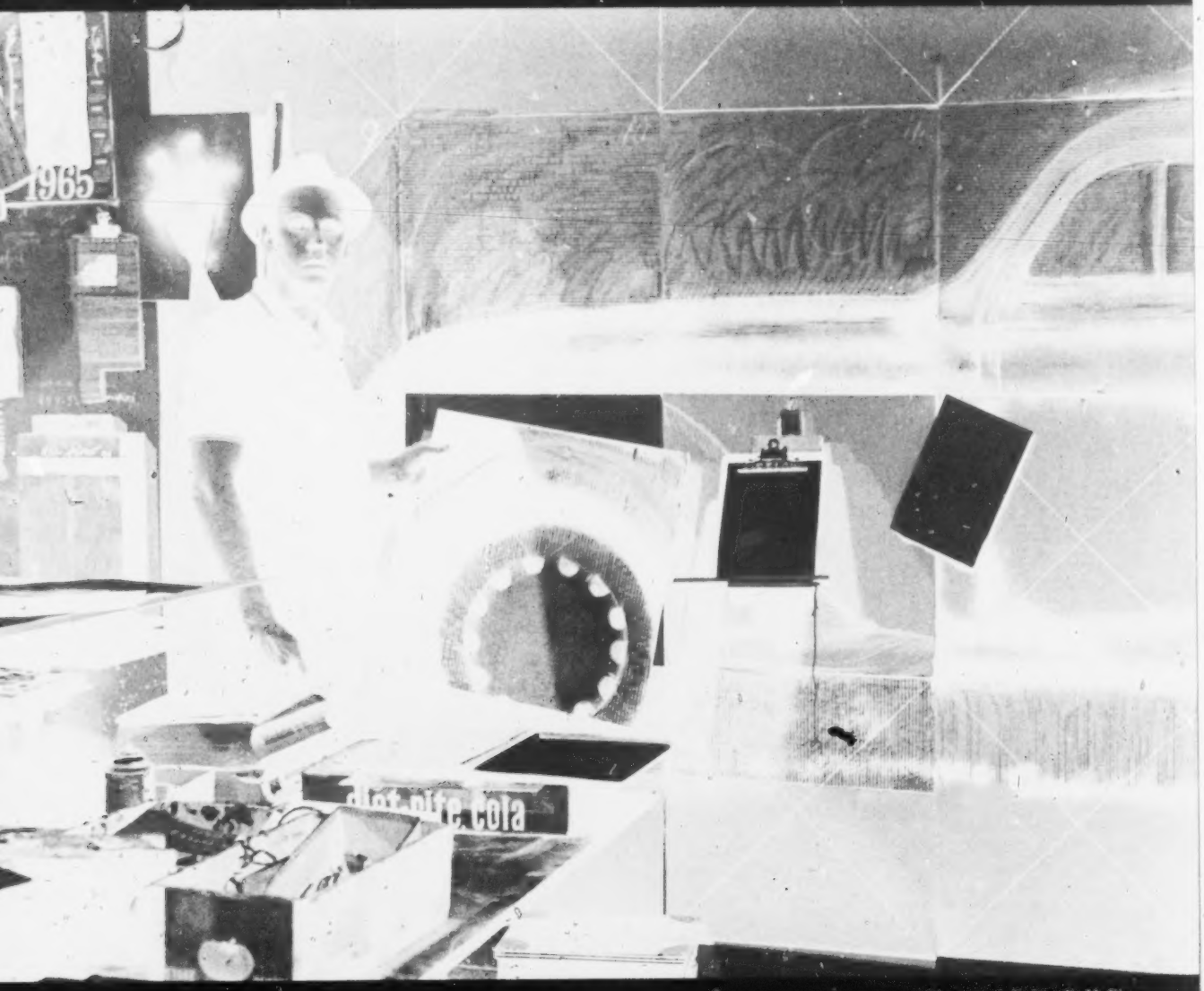
I notice that every time Manhattan is represented it is represented differently — like ancient maps.

Colossal Monuments: in which an object from The Street, The Store or The Home is magnified and set into appropriate locations in the New York landscape.

Other monuments. For example, monuments taking different position on one subject. Privates' monument, Sergeants' monument, Lieutenants' monument, Captains' monument, Generals' monument. Also Victims' monument, Indifferent monuments, Distant monuments, Buried monuments, Policy monuments, Man-in-the-street monuments and President-just-before-he-goes-to-bed-glass-of-milk-and-pills monuments.

I like to see things either at the beginning or at the end . . .

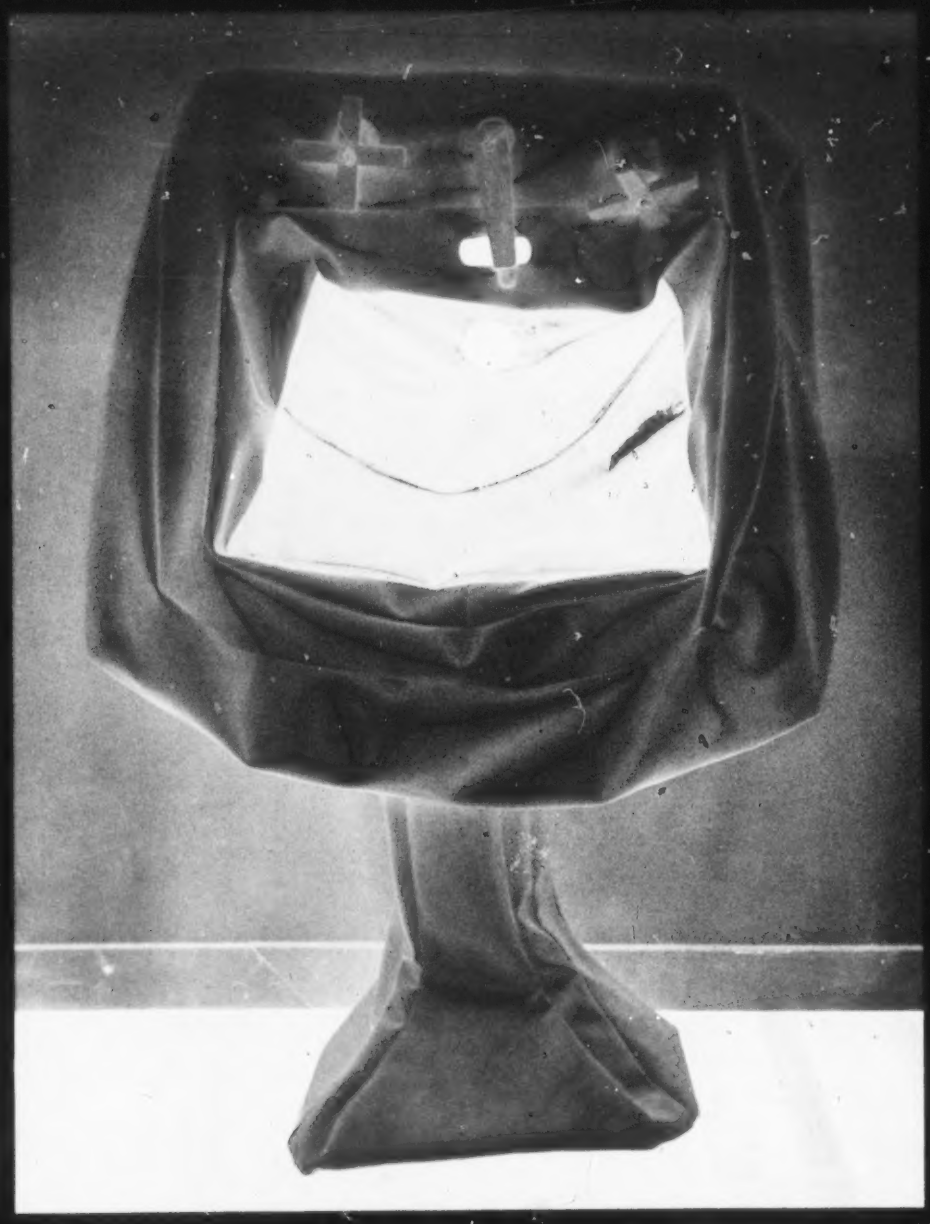
from studio notes by C.O.



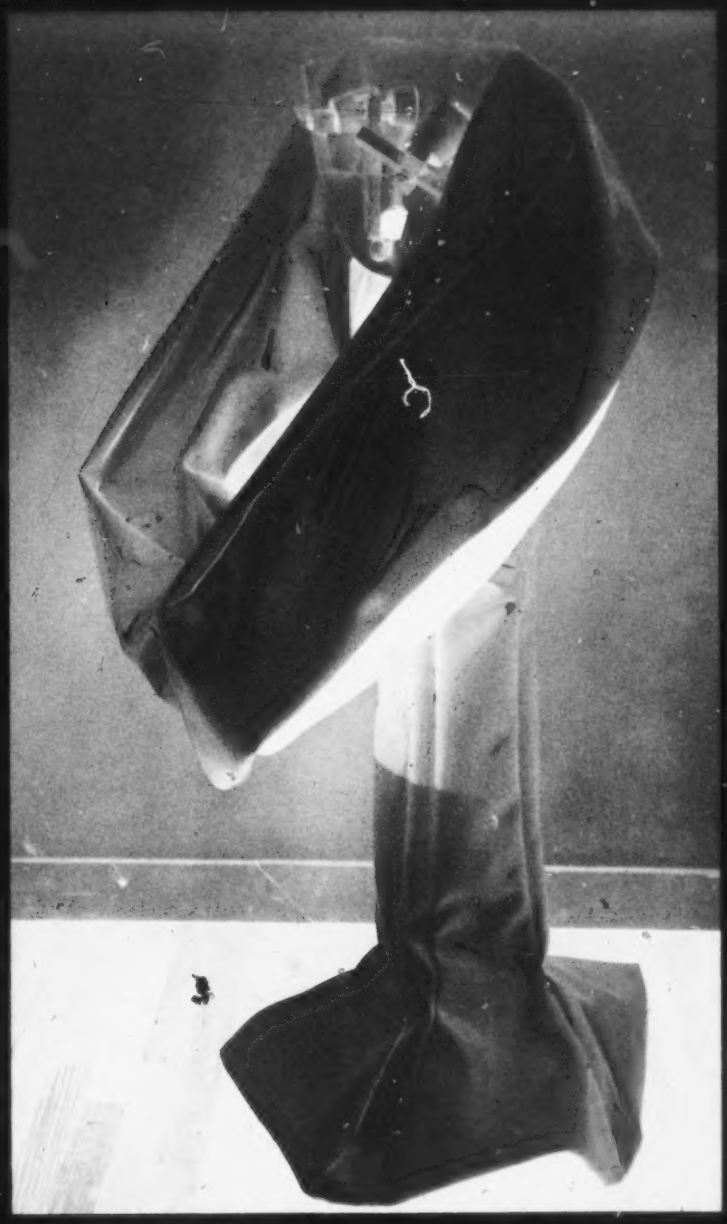
Photograph Robert R. McElroy

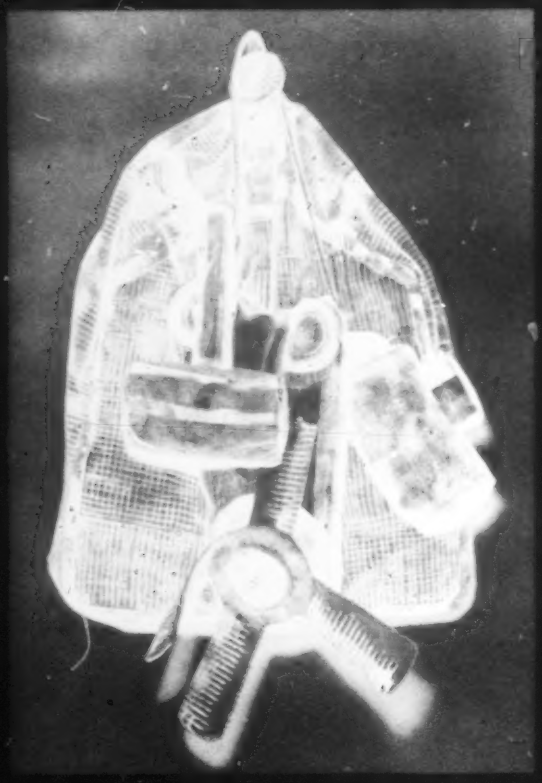
CLAES OLDENBURG at work, October 1965

4 Soft Washstand 1965



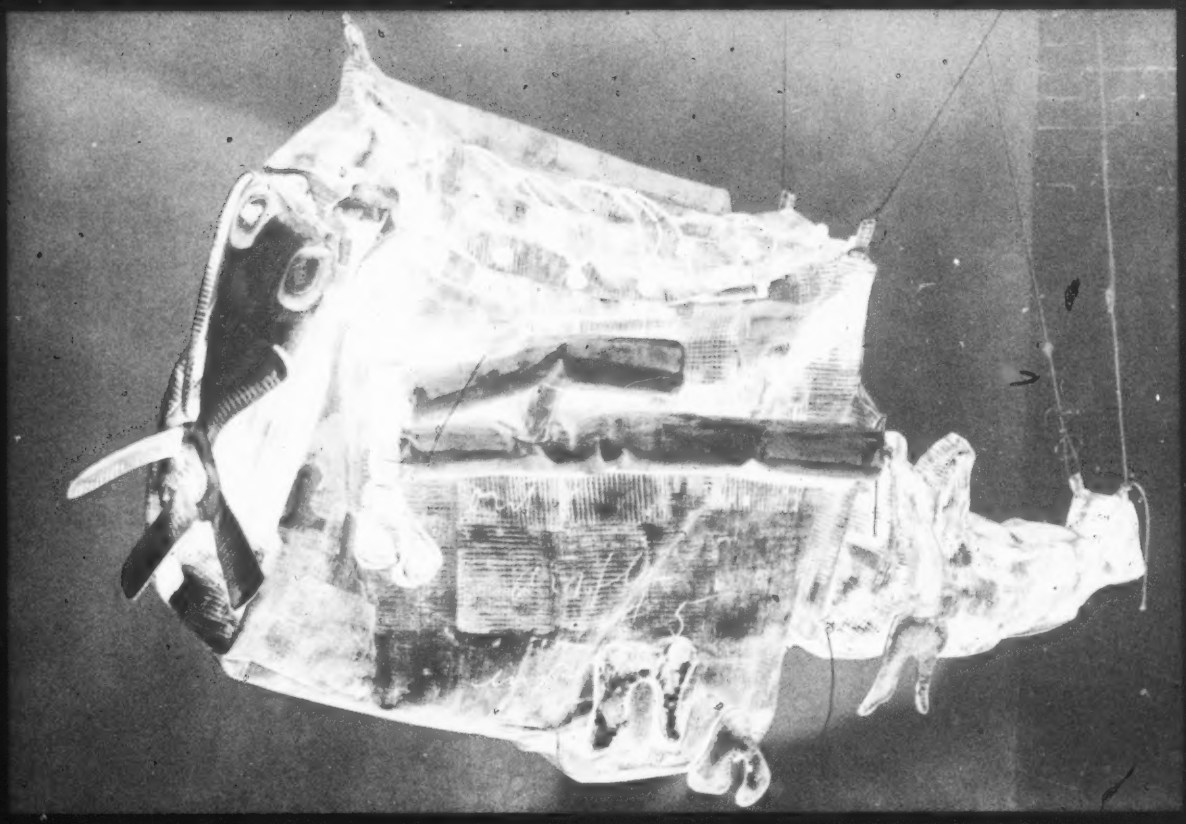
Soft Washstand 1965 (Profile) **4**



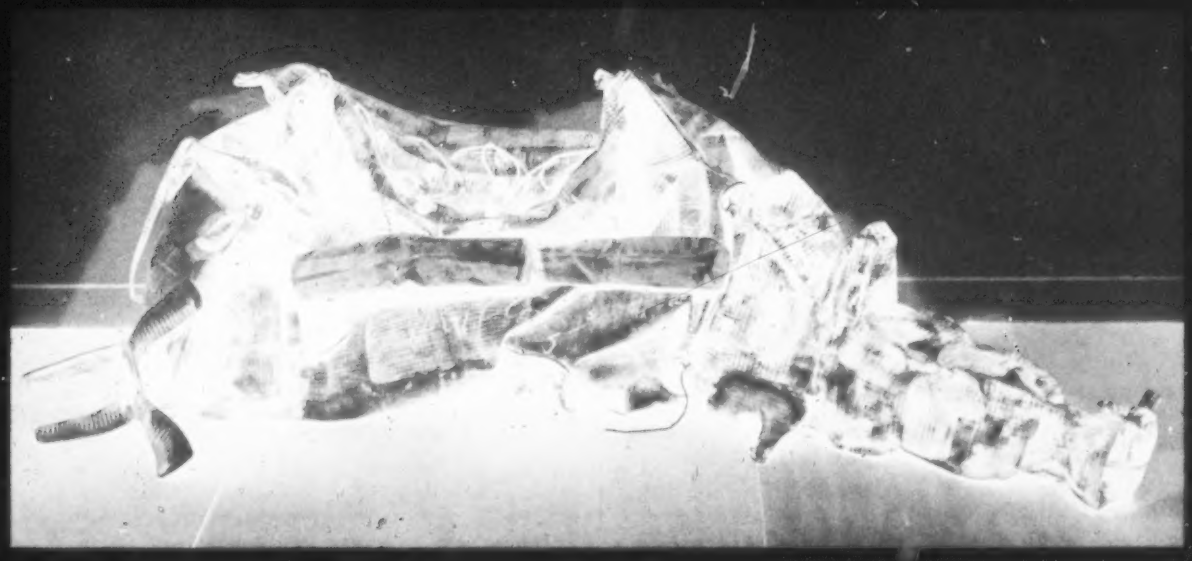


18 Soft Engine Parts #1, Air Flow Model #6 (Radiator & Fan) 1965

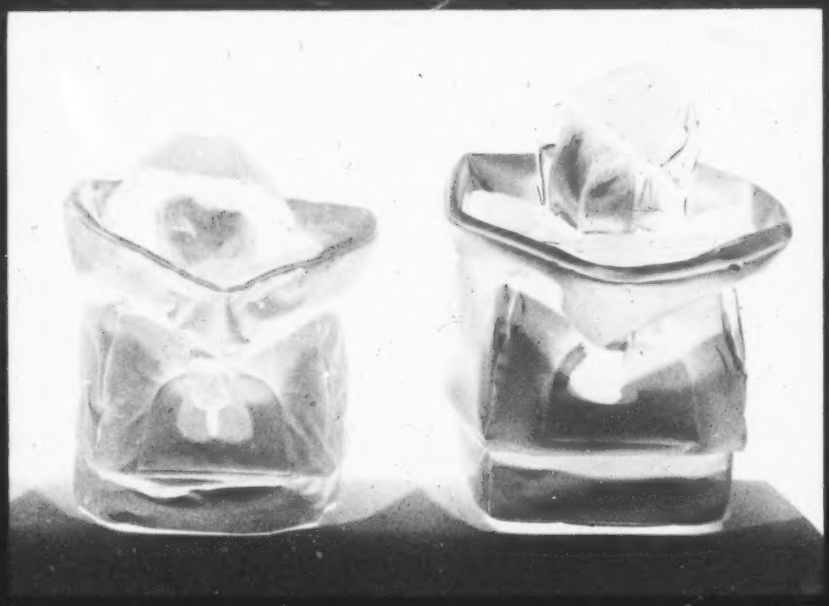
24 Soft Tires (Air Flow Model #5) 1965



Soft Engine, Air Flow Model #6 1966 (above, hanging; below, collapsed) **17**



Model (Ghost) Juicit
(Silex Juicit) 1965 **14**

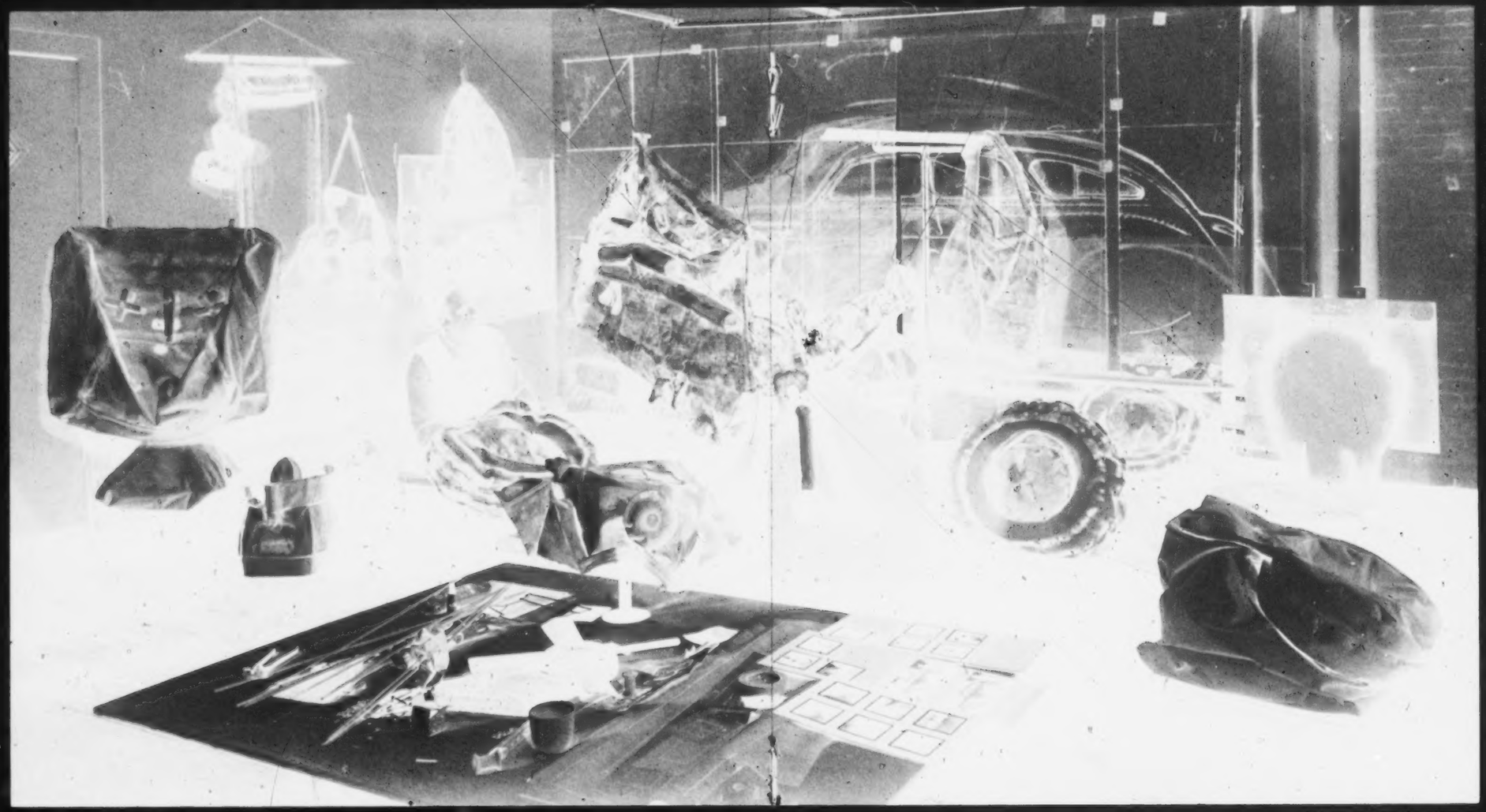


Soft Juicit (Silex Juicit) 1965 **13**

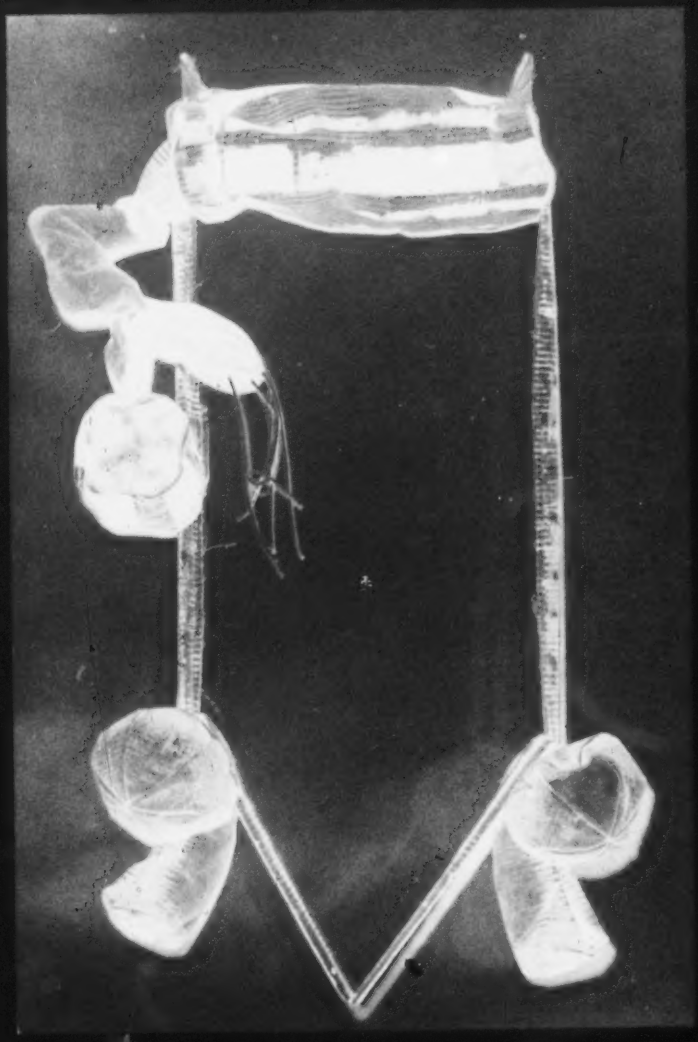
5 Model (Ghost) Washstand 1965

Soft Blender (Dormeyer Blender) 1965 **15**

6 Washstand, Hard Model 1965

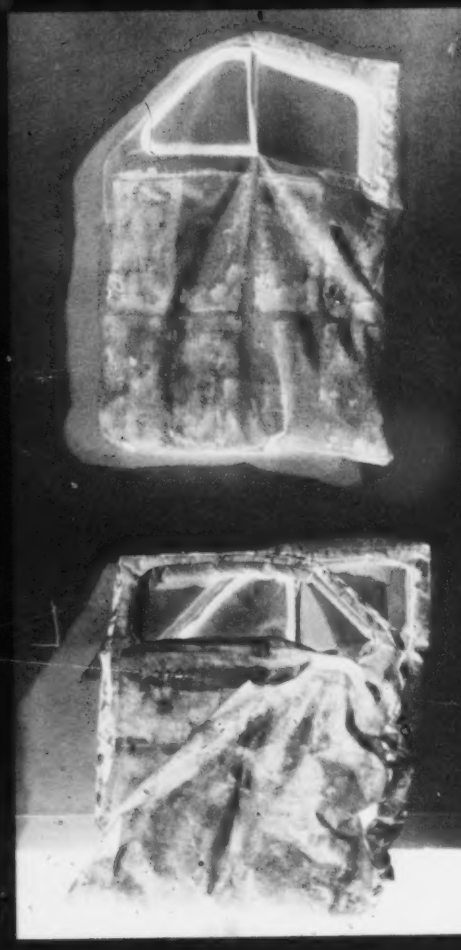


Photograph Geoffrey Clements

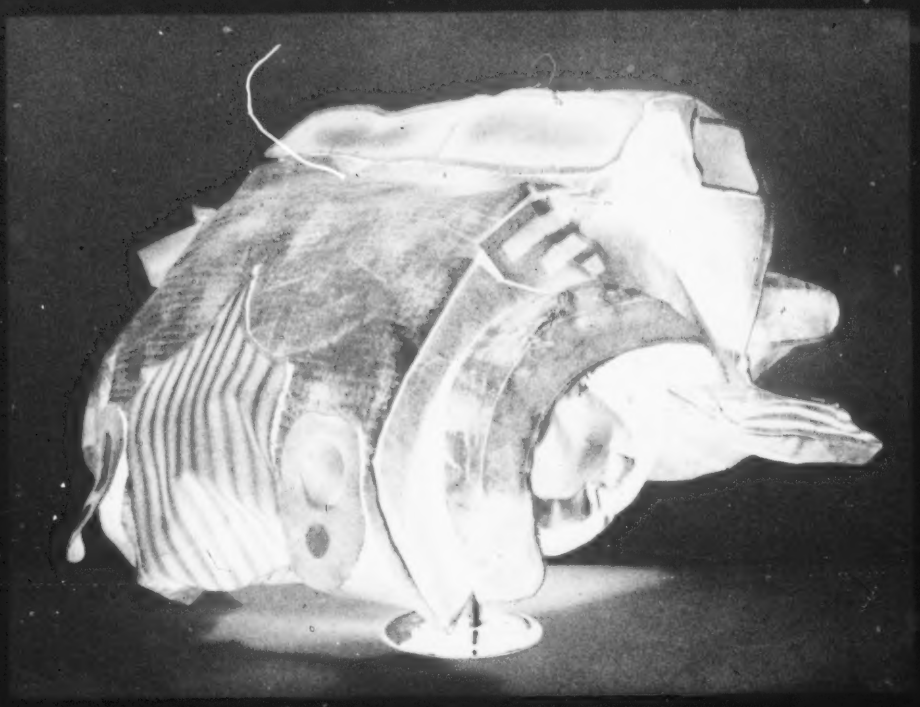


20 Soft Engine Parts #2, Air Flow Model #6 (Filter & Horns) 1965

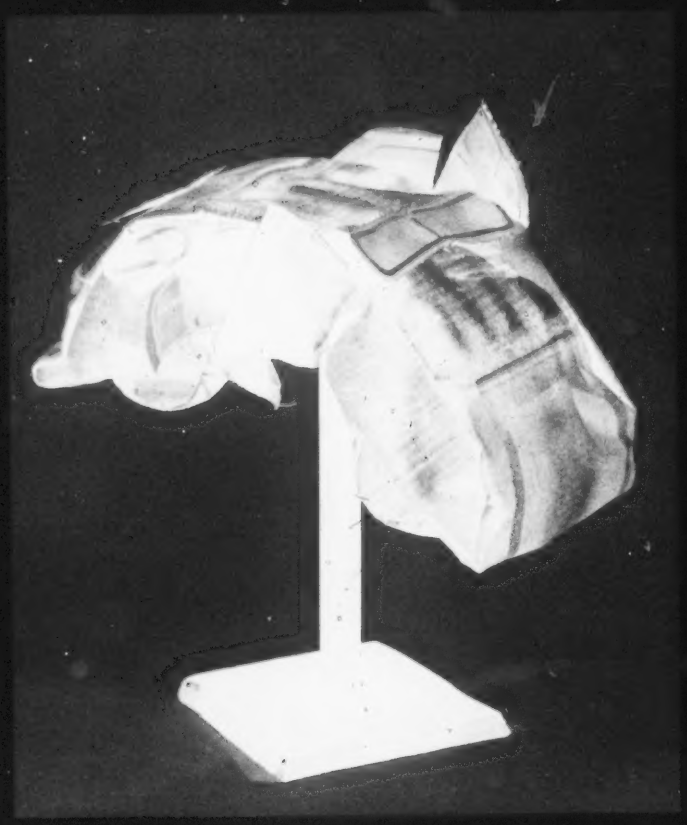
19 Radiator, Hard Model 1965



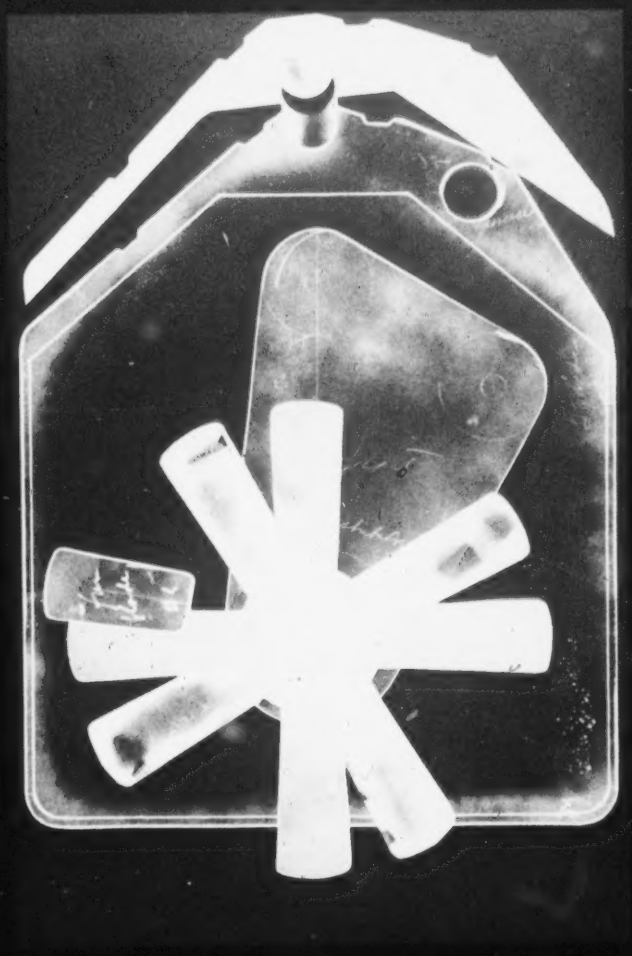
Soft Doors Air Flow Model =5 1965 **29**



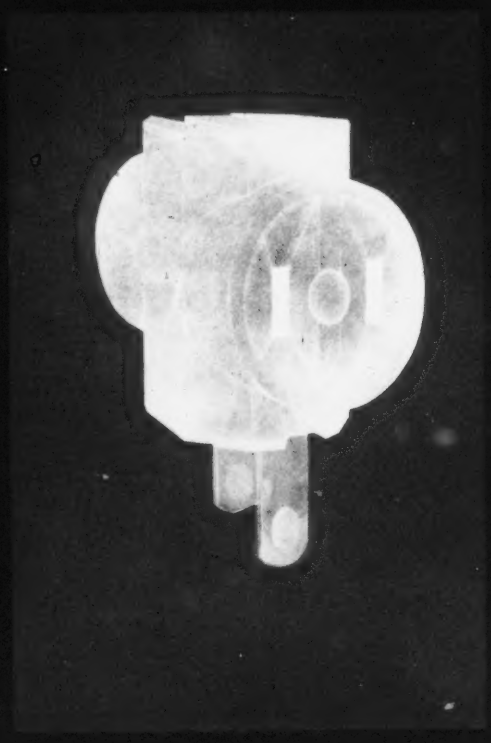
Soft Air Flow, Model #2
(Split Across) 1966 **23**



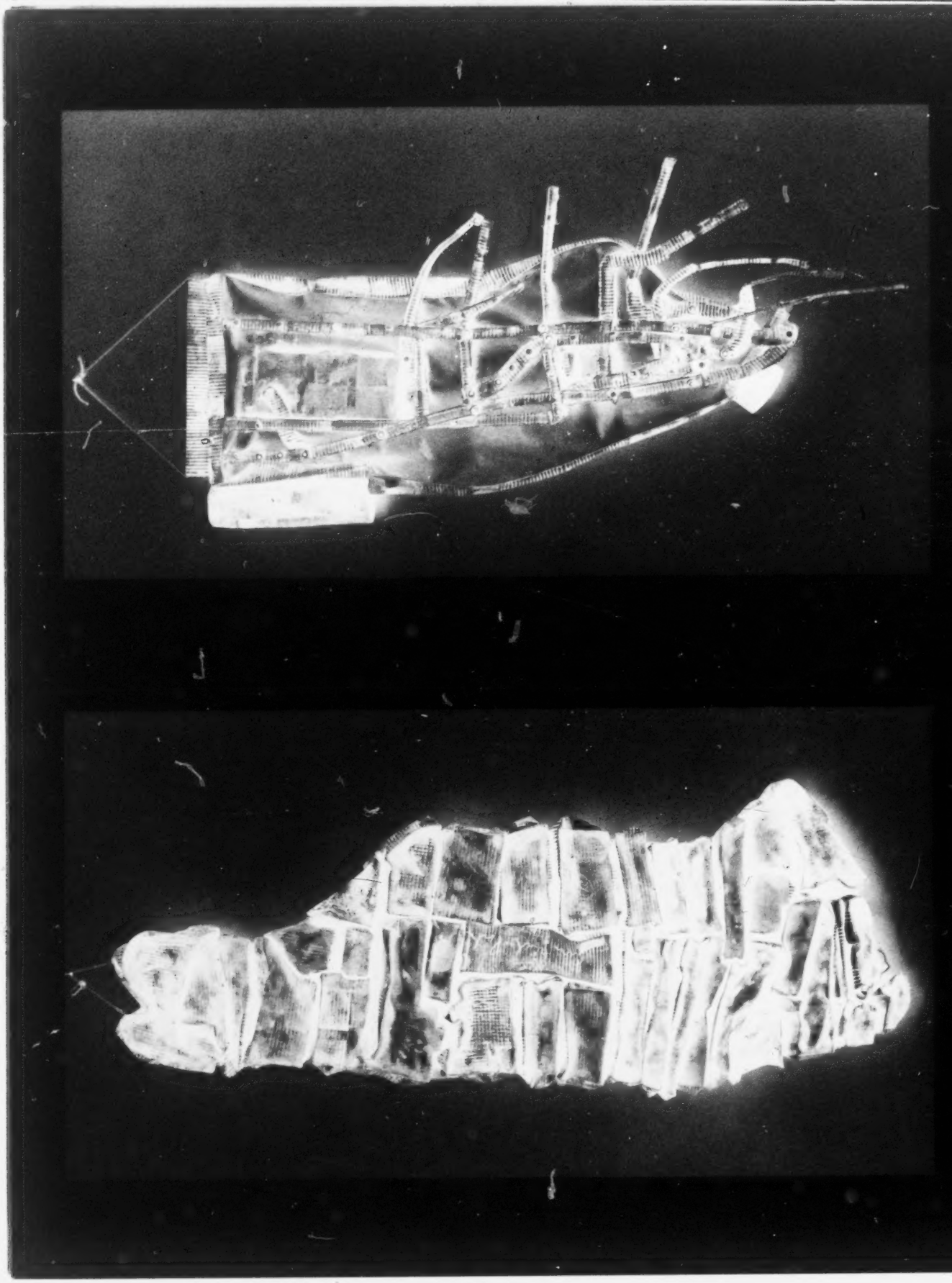
22 Soft Air Flow, Model #1 1965



40 Stencils for Radiator, Fan Belt & Fan 1966



3-Way Plug 1965 **37**



25 Soft Manhattan #1 (Postal Zones) 1966

Soft Manhattan #2 (Subways) 1966 **26**

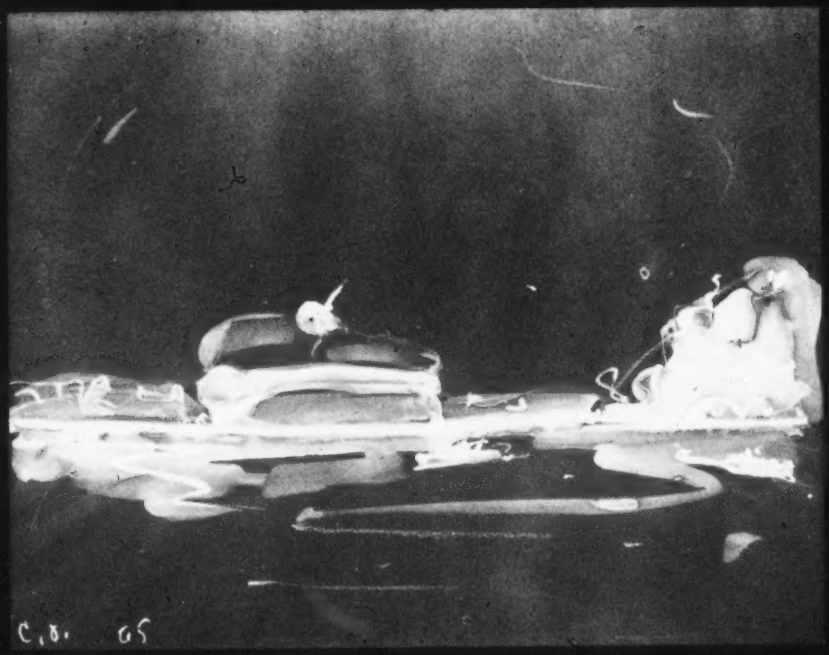
38 Study #1 Air Flow Car 1965

39 Cut-Out Air Flow Car 1965

41 Snapshot Study Air Flow 1965

31 Colossal Monument For Lower East Side: Ironing Board 1965

32 Colossal Monument for Ellis Island: Hot Dog with Toothpick 1965



Catalogue

1 ***Soft Toilet** 1966
Vinyl, Plexiglas, Kapok 55 x 28 x 33"

2 **Model (Ghost) Toilet** 1965
Liquitex, Canvas, Wood, Kapok 55 x 28 x 33"

3 **Toilet, Hard Model** 1966
Corrugated Paper, Enamel 44 x 28 x 33"

4 ***Soft Washstand** 1965
Vinyl, Plexiglas, Kapok 55 x 36 x 28"

5 ***Model (Ghost) Washstand** 1965
Liquitex, Canvas, Wood, Kapok 55 x 36 x 28"

6 ***Washstand, Hard Model** 1965
Corrugated Paper, Enamel 48 x 37 x 30"

7 **Soft Tub** 1966
Vinyl, Plexiglas, Kapok 30 x 80 x 30"

8 **Model (Ghost) Tub** 1966
Liquitex, Canvas, Wood, Kapok 30 x 80 x 30"

9 **Soft Scale** 1966
Vinyl, Plexiglas, Kapok 24 x 20 x 9"

10 **Model (Ghost) Scale** 1965
Liquitex, Canvas, Wood, Kapok 24 x 20 x 9"

11 **Soft Medicine Cabinet** 1966
Vinyl, Plexiglas, Kapok 35½ x 24 x 6½"

12 **Model (Ghost) Medicine Cabinet** 1966
Liquitex, Canvas, Wood, Kapok 35½ x 24 x 6½"

13 ***Soft Juicit (Silex Juicit)** 1965
Vinyl, Wood, Foam Rubber 20½ x 17 x 16"
Collection: Mr. Samuel Wagstaff

14 ***Model (Ghost) Juicit (Silex Juicit)** 1965
Liquitex, Canvas, Wood, Kapok 19 x 18 x 16"
Collection: Mr. & Mrs. Roger Davidson

15 *Soft Blender (Dormeyer Blender) 1965
Vinyl, Wood, Kapok 30 x 17 x 8" & cord

16 Four Blender Models (Dormeyer Blenders) 1965
Stenciled Canvas, Kapok 42 x 36 x 24"

17 *Soft Engine, Air Flow Model #6 1966
Stenciled Canvas, Wood, Kapok 54 x 72 x 18"

18 *Soft Engine Parts #1, Air Flow Model #6 (Radiator & Fan) 1965
Stenciled Canvas, Wood, Kapok 32 x 24 x 18"

19 *Radiator, Hard Model 1965
Corrugated Paper, Enamel 32 x 24 x 18"

20 *Soft Engine Parts #2, Air Flow Model #6 (Filter & Horns) 1965
Stenciled Canvas, Wood, Kapok 49 x 31 x 9"

21 Soft Air Flow, Model #1 1965
Vinyl, Plexiglas, Kapok 15 x 22 x 12"

22 *Soft Air Flow, Model #1 1965
Stenciled Canvas, Kapok 15 x 22 x 12"

23 *Soft Air Flow, Model #2 (Split Across) 1966
Vinyl, Plexiglas, Kapok 34 x 21 x 18"

24 *Soft Tires (Air Flow Model #5) 1965
Stenciled Canvas, Kapok Each: 30" diameter

25 *Soft Manhattan #1 (Postal Zones) 1966
Stenciled Canvas, Kapok 80 x 30 x 8"

26 *Soft Manhattan #2 (Subways) 1966
Stenciled Canvas, Kapok 68 x 32 x 7"

27 Falling Shoestring Potatoes 1965
Painted Canvas, Kapok 108" high

28 Tea Bag Dropped After Use 1965
Plaster, Plexiglas, Rope 16 x 13 x 3"

29 *Soft Doors Air Flow Model #5 1965
Stenciled Canvas, Kapok each 42" high

30–35 Six Drawings: Projects for Colossal City Monuments 1965-66

36–45 Ten Drawings 1965-66

*Reproduced, photographs by Geoffrey Clements; Peter Moore.

Soft Toilet 1966 (Rear-view) **1**